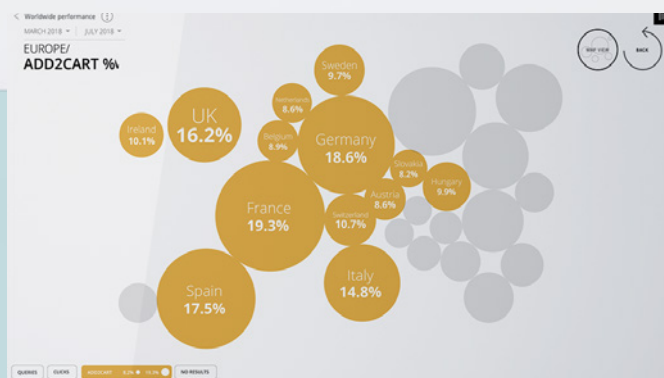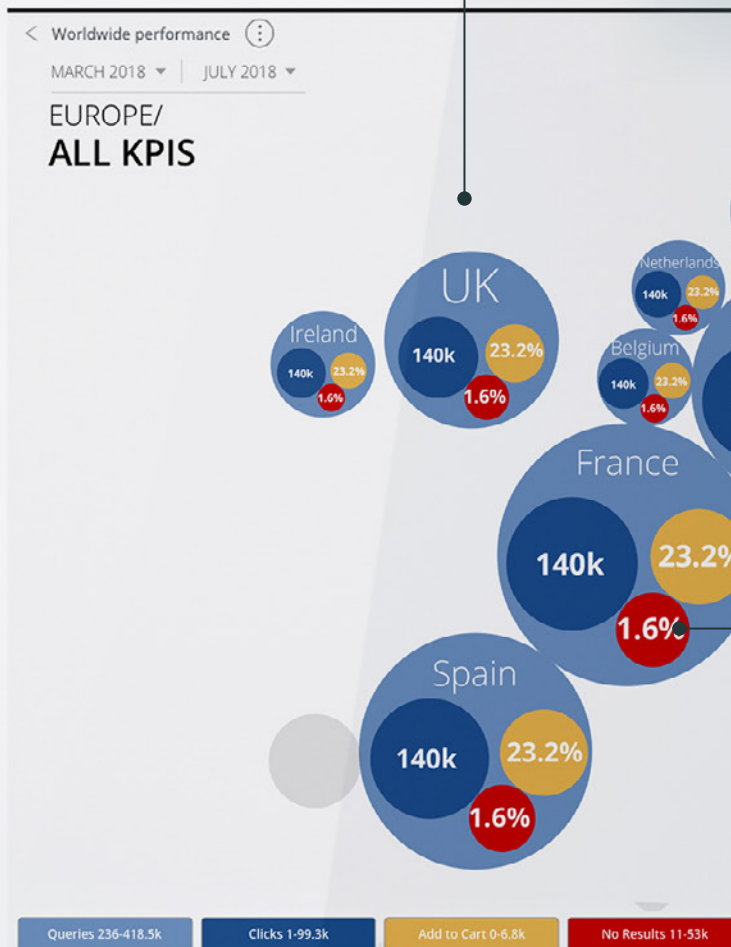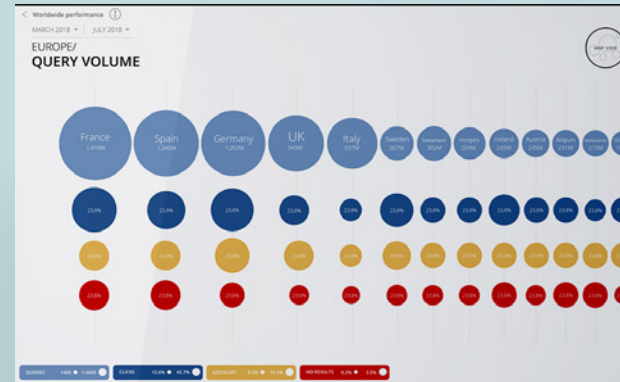**Empathy**Insights

WORLWIDE PERFORMANCE

VISUALISATION

For international eCommerce retailers it's often important to be able to compare metrics by country to understand the differences in user behaviour based on their location. This not only enables stores to identify country specific trends but helps in planning, distributing and redistributing stock.

The Worldwide Performance visualisation combines a geo-heat map with secondary charts displaying the main search KPI's to offer a clear, holistic overview of the worldwide search experience.

Within each country bubble, a collection of other bubbles are displayed, each representing key, selected metrics such as the number of Queries, Clicks, Add2Carts, No Results and so on.

EUROPE/
QUERY VOLUME

< Worldwide performance
MARCH 2018 ▾ | JULY 2018 ▾
EUROPE/
ALL KPIS

UK
140k 23.2%
1.6%

Ireland
140k 23.2%
1.6%

Netherlands
140k 23.2%
1.6%

Germany
140k 23.2%
1.6%

Belgium
140k 23.2%
1.6%

Slovakia
140k 23.2%
1.6%

Hungary
140k 23.2%
1.6%

France
140k 23.2%
1.6%

Austria
140k 23.2%
1.6%

Switzerland
140k 23.2%
1.6%

Spain
140k 23.2%
1.6%

Italy
140k 23.2%
1.6%

Queries 236-418.5k | Clicks 1-99.3k | Add to Cart 0-6.8k | No Results 11-53k

EUROPE/
ADD2CART %

Sweden 9.7%
UK 16.2%
Ireland 10.1%
Germany 18.6%
Belgium 8.9%
Hungary 9.9%
Austria 8.6%
France 19.3%
Switzerland 10.7%
Italy 14.8%
Spain 17.5%

Depending on the focus of the analysis, **it's possible to display information for just one KPI at a time** to be able to really spotlight one area.

Displaying each view **by size order,** offers a complete overview of all the indicators, countries and values.
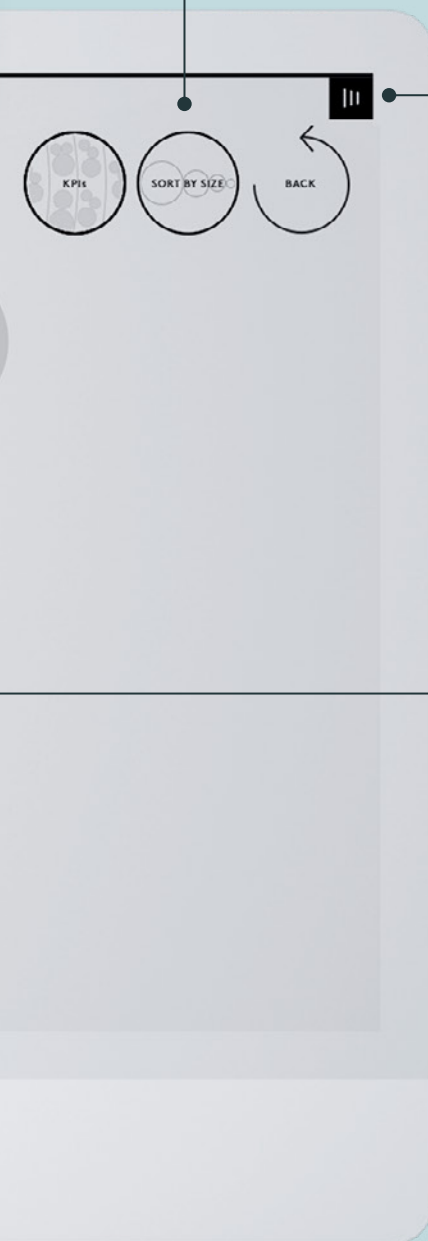
The time interval is adjustable as is the locations displayed.

The **device dimension** can also be selected to check behaviour per device.

Filters

Date

| January 2019 |
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

2019 Wed, Jan 09

2019 Wed, Jan 16

Device

All   Desktop   Mobile   App

Language

All   German (Germany)   English (United Kingdom)

English (United States of America)   Spanish (Spain)   French (France)

Italian (Italy)   Dutch (Netherlands)   Polish (Poland)   Turkish (Turkey)

Traditional Chinese (China)   >

Store
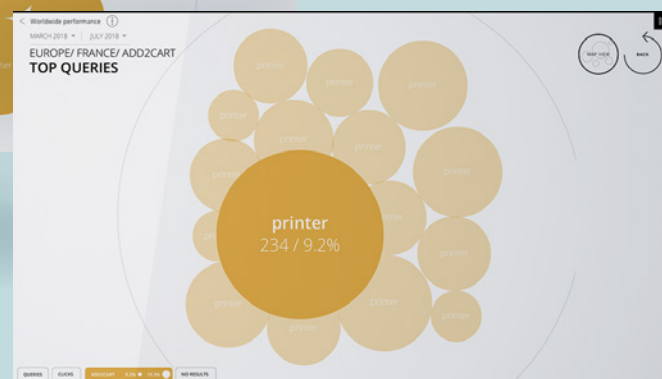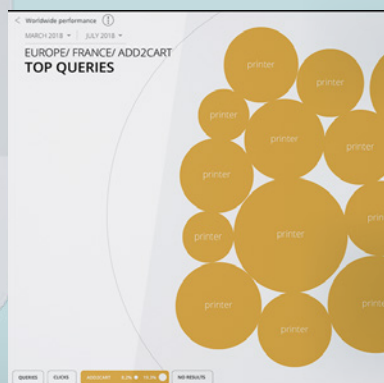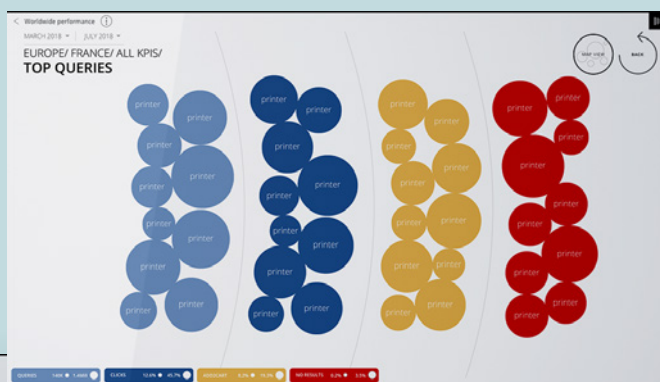
All   United Kingdom   Spain   Germany   France   Italy   >

| Cancel | Apply |

It's also possible to **select a country and obtain a "big picture" view** by analysing the top queries within each KPI and then seeing how the conversion funnel behaves with each of those queries.

There's the option to **scroll over the graphs** to drill down go into query details.

Provides a quick overview of what's happening for each core KPI around the globe.

Helps to identify how search is performing comparatively for each country.

Detects gaps or opportunities within the main KPIs by country or location.

Discovers relationships between different locations.

Compares the behaviour of different terms or queries by each country's performance.

Nowadays eCommerce companies need to have a global view and an international perspective, looking to maximise and leverage different market conditions, behaviours and opportunities.

The Worldwide Performance visualisation has been designed to analyse and understand the differences in performance between different countries and locations. It enables retailers to be able to anticipate and accommodate individual customer needs, regional or national differences or trends while comparing and contrasting the performance of countries alongside each other.